



# FUTURE FOCUS

Grades 9-12

## Skills and Objectives:

- Students will recognize the importance of the census and the need to encourage others to participate in the census.
- Students will identify the potential concerns of different segments of the population.
- Students will design an advertisement for Census 2000.

## Suggested Groupings:

Small groups

## Getting Started:

- Discuss with students the importance of getting involved in their community and helping to increase census awareness. As a way of doing this, students will develop census ads. The goal is to choose a specific segment of the population as their target audience and encourage them to return their census forms, thereby helping the Census Bureau achieve an accurate count of the population.
- Explain that conducting a decennial census is a tremendous undertaking. In Puerto Rico, census questionnaires are delivered to most homes sometime before April 1. Each household is expected to return the completed questionnaire by mail. The goal of Census 2000 is to have all households return the census form by mail.
- Brainstorm about the importance of responding to the census and the ways in which census data affect our future. (*Examples include: allocating money for education and transportation.*)

## Using the Activity Worksheets:

- Photocopy and distribute the Activity Worksheets on pages 18 and 19.
- Divide students into small groups. Have groups read the text and do the first activity on page 18.

## Chalkboard Definitions

**decennial:** occurring every 10 years.

**target audience:** a specific group of people at which an advertisement or other presentation is aimed.

- After groups complete the first activity, have volunteers explain how results of the census might affect the people represented by the various household categories.

- Before students begin designing their ads, encourage them to think of examples of other public service campaigns. You might discuss ad campaigns designed to encourage people to register to vote, or to discourage people from drinking and driving.

- You may wish to offer students the opportunity to select the type of ad they want to work on. They might want to do a print ad, a radio ad, or a television ad. A print ad should include visual elements. A radio ad should be written in a formal script. A TV ad should contain a script as well as a set of sketches depicting a series of shots.

- Have students design their ads.

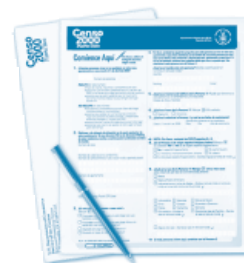
## Wrapping Up:

- Have each group present their ads. For each ad, a group spokesperson should explain the segment of the population they targeted, and the reasoning behind the design of their ad.

## Answers:

Page 18 (Possible answers):

1. B, D, G   2. B, G   3. C, E, F  
4. A   5. F   6. B, C, G



# Future Focus

Census data are used to make a wide variety of federal and local decisions that affect all residents of the U.S. and Puerto Rico. The U.S. Census Bureau needs to spread the word about the importance of completing and returning the Census 2000 form.

The box below shows some examples of how Census 2000 data can affect the future. As with many other things, people's concerns about the future vary according to who they are. Families with school-age children might have concerns very different from those of the elderly.

Decide which effects of census data (in the box to the right) might most concern the household categories listed below. Then write those letters in the blanks. (Letters may be used more than once.)

## Household Categories

1. Households with children under age 5 \_\_\_\_\_
2. Households with school-age children \_\_\_\_\_
3. Households with people  
age 65 and over \_\_\_\_\_
4. Households with cars \_\_\_\_\_
5. Households without cars \_\_\_\_\_
6. All households \_\_\_\_\_

## Design an Ad

Now it's time for your group to create a Census 2000 advertisement aimed at a specific target audience (for example: students in grades 5-8 or 9-12; unmarried adults, ages 18 to 30). As you design, you might want to keep the following in mind:

What will your ad say? What information about the census and the future will be of interest to your target audience? What would be a convincing reason for your targeted audience to participate in the census? How will your target audience affect ad placement? List three appropriate places where your ad might be displayed.

---

---

Use the space on the next page to sketch an outline of your ad.

## WAYS THE CENSUS CAN AFFECT THE FUTURE

The Census can help determine...

- A. where roads will be built.
- B. where schools and libraries are needed.
- C. the location of hospitals.
- D. the location of day care centers.
- E. where nursing homes are needed.
- F. changes in public transportation service.
- G. the location of parks and recreation centers.



## Lesson 5

### Activity Worksheet (continued)

Name: \_\_\_\_\_

#### Future Focus

